GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries & Commerce Department - M/s. Reliance Consumer Products Limited (RCPL) - Allotment of land and Tailor-made incentives for setting up of Integrated Facility for Manufacturing of Beverages (Carbonated Soft Drinks, Juices & Packaged Drinking Water) at Krishnampalem(V), Rambilli, Anakapalli (D) with an investment of INR 784 Crore and direct employment generation potential of 300 persons - Extending certain special package of incentives - Orders - Issued.

==========

INDUSTRIES & COMMERCE (P&I) DEPARTMENT

G.O.MS.No. 211 Dated: 12-11-2025

Read the following:

1. Mail from Reliance Consumer Products Ltd., Dt:22.09.2025
2. Minutes of the 16th State Investment Promotion Committee Meeting held on 04.11.2025.
3. Minutes of the 12th State Investment Promotion Board Meeting held on 07.11.2025.

ORDER:

Reliance Consumer Products Limited (RCPL), the FMCG arm and a wholly owned subsidiary of Reliance Retail Ventures Limited (RRVL), part of Reliance Industries Limited (RIL) was established in 2022 with a clear vision to build India's largest consumer brands organization focused on solving real, everyday challenges for Indian consumers. RCPL aims to offer indigenous, affordable, and accessible products that drive economic progress and promote societal well-being. M/s Reliance Consumer Products Limited (RCPL) has requested for allotment of land and sanction of tailor-made incentives for Setting up of Integrated Facility for Manufacturing of Beverages (Carbonated Soft Drinks, Juices & Packaged Drinking Water) at Krishnampalem(V), Rambilli, Anakapalli (D) with an investment of INR 784 Crore with FCI of Rs.744 Crore and direct employment generation potential of 300 vide reference 1st read above.

2. The proposal of M/s Reliance Consumer Products Limited (RCPL) was placed before the State Investment Promotion Board (SIPB) meeting held on 07.11.2025 with recommendations of State Investment Promotion Committee (SIPC) in its meeting held on 04.11.2025. The SIPB after a detailed discussion, has recommended for allotment of land and tailor-made incentives to establish Integrated Facility for Manufacturing of Beverages (Carbonated Soft Drinks, Juices & Packaged Drinking Water) at Krishnampalem (Village), Rambilli (Mandal), Anakapalli (District) with an investment of INR 744 Crore and direct employment generation potential of 300. The SIPB has recommended the grant of tailor-made incentives as requested by the company up to Rs. 330.52 Cr (44.42% of FCI) in the project as per the 'Andhra Pradesh Food Processing Policy (4.0) 2024-29', to be paid over a period of five years **as a special case**.

3. Government, after careful consideration of the decision of the State Investment Promotion Board, hereby allot land and accord sanction for tailor-made **incentives up to Rs. 330.52 Crores (44.42% of FCI)** as per the 'Andhra Pradesh Food Processing Policy (4.0) 2024-29', to be paid over a period of 5 years as a special case to M/s. Reliance Consumer Products Limited (RCPL) for setting up of Integrated Facility for Manufacturing of Beverages (Carbonated Soft Drinks, Juices & Packaged Drinking Water) at Krishnampalem(V), Rambilli, Anakapalli District, with an investment of INR 744 Crore and direct employment generation potential of 300.

i. Allotment of 30 acres of land with allotment price of **Rs.40.00 Lakhs per** acre at Rambilli phase-I -UDL, Krishnampalem (Village), Rambilli (Mandal), Anakapalli (District). Further, the infrastructure requested by company shall attract additional cost as per actuals - to be borne by the company.
ii. Capital Subsidy @15% of eFCI up to Rs.25.00 Cr.
iii. 100% Reimbursement of net SGST received to the state in the form cash alone will be considered on the products which are manufactured and sold within the state of Andhra Pradesh after deducting refunds issued if any based on the data and supported documents for period of 5 years up to Rs.249.82 Cr.
iv. Power cost reimbursement @INR 1 per unit for 5 years up to Rs.27.60 Cr.
v. Electricity duty exemption @INR 1 per unit for 5 years up to Rs.27.60 Cr.
vi. Reimbursement of stamp duty, transfer duty and land conversion charges up to Rs.0.50 Cr.

4. The Energy Department, Revenue (Lands, R&S) Department, Chief Executive Officer, A.P. Food Processing Society, the Vice Chairman & Managing Director, Andhra Pradesh Industrial Infrastructure Corporation Limited, Mangalagiri, C.E.O., EDB and the Director of Industries, Andhra Pradesh shall take further necessary action, accordingly in coordination with the line Departments and facilitate obtaining various clearances/permissions within the prescribed timeline.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHIRANJIV CHOUDHARY
PRINCIPAL SECRETARY TO GOVERNMENT (FP)

To
The Chief Executive Officer, A.P. Food Processing Society, Mangalagiri
The Vice Chairman & Managing Director, APIIC Ltd., Mangalagiri.
The Director of Industries, A.P., Mangalagiri.
The C.E.O., EDB., Mangalagiri.
The M/s. Reliance Consumer Products Limited (RCPL).
The Special CS/Principal Secretary/Secretary of the concerned Department viz,
The Revenue (Land, Registration and Stamps) Department,
The Finance Department,
The PR&RD Department,
The MA&UD Department,
The EFS&T Department,

The Energy Department,
The Water Resource Department,
The Roads and Buildings Department,
The Skill Development Department,
The Infrastructure and Investment Department,
The Collector & District Magistrate, Anakapalli District.
Copy to:
The Finance (FMU-I&I, Energy and I&C) Department.
The Revenue (CT) Department.
The Law (H) Department
The Accountant General, Andhra Pradesh.
The Chief Commissioner of Taxes.
The P.S. to Secretary to Chief Minister.
The P.S. to Hon'ble Minister for Ind. &Comm. Food Processing.
The P.S. to Chief Secretary to Government of Andhra Pradesh.
The P.S. to Secretary to Government & CIP, Industries& Commerce Department.
The P.S. to Prl. Secretary to Government (Food Processing)
The G.A. (Cabinet.I) Department w.r.t. the Council Resolution No.505/2025, Dt:10.11.2025
SC/SF(2998157)

//FORWARDED::BY ORDER//

SECTION OFFICER